

## ABSTRACT

A system and method for dynamically adding and/or altering relational information in an electronic document is described with reference to Internet web pages. The system and method operate to intercept web pages in transit. Each word or phrase in the intercepted web page is reviewed and checked against a database containing a list of entries and related hyperlink information. For each match, SGML code (e.g., HTML or XML) code containing the link information is written to the re-marked web page in substitution for the original word or phrase. Once complete, the re-marked web page is delivered into the stream from which it was originally intercepted. A revenue generating system and method relating to the above is also described.

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